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FACSIMILE TRANSMITTAL SHEET****DATE SENT:** October 13, 2004**DELIVER TO:**Name: Examiner Jonathan OuelletteCompany: USPTO/GAU 3629Phone No: 703-605-0662Fax No: 703-872-9306FROM: Ramraj SoundararajanYOUR FILE: 09/658,632

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In re Application of: Megiddo et al.

Serial No.: 09/658,632Group Art Unit: 3629Filed: 9/8/2000Examiner: Jonathan P. OuelletteTitle: A System and Method for Improving the Effectiveness of Web Advertising**1ST AVAILABLE COPY**

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09/658,632

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Serial No.: 09/658,632

Group Art Unit: 3629

Filed: 9/8/2000

Examiner: Jonathan P. Ouellette

Title: *A System and Method for Improving the Effectiveness of Web Advertising*

AMENDMENT AFTER FINAL

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the outstanding office action of 7/13/2004, please amend the above-identified application as follows:

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